

**PRODUCT:** 14 6-pound packages of *Reduco Bath Crystals* at Jacksonville, Fla. Analysis disclosed that the product consisted essentially of sodium sesquicarbonate, colored blue and perfumed.

**NATURE OF CHARGE:** Misbranding, Section 502 (a), the label statements "Reduco Bath \* \* \* A Reducing Aid without Exercise \* \* \* Aid for Rheumatism and Arthritis" were false and misleading since the article would not be effective in removing superfluous weight or in the treatment of rheumatism or arthritis.

**DISPOSITION:** June 17, 1947. Default decree of condemnation and destruction.

**2184. Misbranding of Yardley Hair Tonic. U. S. v. 42 Bottles \* \* \*. (F. D. C. No. 16383. Sample No. 6662-H.)**

**LIBEL FILED:** June 18, 1945, Southern District of New York.

**ALLEGED SHIPMENT:** On or about February 14, 1945, by Yardley of London, Inc., from Union City, N. J.

**PRODUCT:** 42 11-ounce bottles of Yardley Hair Tonic at New York, N. Y. Analysis disclosed that the product consisted essentially of water, alcohol, a fatty oil, perfume, and coloring matter.

**NATURE OF CHARGE:** Misbranding, Section 502 (a), the following statements in the labeling were false and misleading: (Bottle) "Hair Tonic Regular use aids in maintaining sturdy hair growth"; (carton) "Hair Tonic \* \* \* Regular use helps to maintain sturdy growth"; (circular) "Hair Tonic \* \* \* Daily massage of the scalp with the finger tips helps to keep the hair healthy \* \* \* If this 'daily dozen' is followed by the application \* \* \* of Yardley Hair Tonic, an encouraging response to the treatment results \* \* \* helping to keep the hair in a healthy condition. \* \* \* Regular use aids in maintaining sturdy hair growth, thus retarding baldness." The article possessed no tonic properties and was not effective in promoting the growth and health of hair or in retarding baldness.

Further misbranding, Section 502 (c), the name and address of the manufacturer "Yardley, 620 Fifth Avenue, New York," which is required under authority of the law to appear on the label, was not prominently placed thereon with such conspicuousness (as compared with other matter on the label) as to render it likely to be read by the ordinary individual under customary conditions of purchase and use.

**DISPOSITION:** January 29, 1947. Yardley of London, Inc., claimant, having withdrawn its answer and having consented to the entry of a decree, judgment of condemnation was entered and the product was ordered destroyed.

**2185. Misbranding of Pierce's Slant Health Board. U. S. v. Charles Merritte Pierce (Pierce's Slant Health Board). Plea of nolo contendere. Fine, \$100; defendant placed on probation. (F. D. C. No. 21425. Sample No. 20516-H.)**

**INFORMATION FILED:** December 5, 1946, Southern District of California, against Charles Merritte Pierce, trading as Pierce's Slant Health Board, at Burbank, Calif.; amendment filed April 14, 1947.

**ALLEGED SHIPMENT:** On or about February 19, 1946, from the State of California into the State of Missouri.

**PRODUCT:** This device consisted of an exercise board 1¼ feet wide by 6 feet long, padded and covered with colored awning material. There was a strap across one end to hold the feet, and there were legs at the strap end which raised one end of the board. While exercising, the user reclined on the board, with the head at the lower end.

**NATURE OF CHARGE:** Misbranding, Section 502 (a), certain statements in a circular entitled "Three in One" and in letters entitled "To the Doctors" and "My Dear Friend," accompanying the article, were false and misleading. These statements represented and suggested that the device would be efficacious to combat wear and tear in the body, to build the body, to rest the overworked heart, and to pull up, strengthen, and keep the organs in place; that it would enable the user to keep fit and to renew vigor; that it would be efficacious to revitalize the cells of the body and awaken the blood stream to renewed activity; that it would get the waste out of the body, renew animation, and give the user the spirit to keep going, and live naturally and healthfully; that it would add years to life, improve the health of the user, and generate elec-